

Message Text

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ACTION EA-12

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FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 8010
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AMEMBASSY LONDON
AMEMBASSY PARIS
AMCONSUL SAO PAULO
AMEMBASSY CARACAS
AMEMBASSY TOKYO
AMEMBASSY NAIROBI
AMCONSUL JOHANNESBURG

UNCLAS SECTION 01 OF 03 TAIPEI 04304

COMMERCE FOR ITA/BED/OED/EID WILLIAM DONAHOE

E.O. 11652:N/A
TAGS: BEXP, TW
SUBJECT: VISUAL SEARCH MICROFILM FILE (VSMF) OFFSITE
- EXHIBITION AND LOW COST AUTOMATION SHOW
REF: TAIPEI 0246

SUMMARY: THE OFFSITE EXHIBITION OF THE VSMF SYSTEM WAS
HIGHLY SUCCESSFUL, AS EVIDENCED BY THE OVER 2,000
VISITORS IN ATTENDANCE AND OVER 500 PRINTS MADE. THE
EXHIBITION AND THE EXTENSIVE PRE-EXHIBITION PUBLICITY
CAMPAIGN HAVE GREATLY INCREASED THE AWARENESS OF THE
VSMF SYSTEM'S CAPABILITIES AMONG KEY EXECUTIVES IN
SOUTHERN TAIWAN. END SUMMARY

1. THE OFFSITE EXHIBITION OF THE VSMF SYSTEM IN SOUTHERN
TAIWAN, CARRIED OUT UNDER THE FY'78 VSMF MARKETING
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PLAN (REFTEL) SUCCESSFULLY MET ALL OBJECTIVES. THE
MAIN OBJECTIVE WAS TO GIVE GREATER EXPOSURE TO THE
VSMF SYSTEM'S PRESENCE AND ITS CAPABILITIES THROUGH A
SOLO EXHIBITION AT ICA/KAOHSIUNG BRANCH LIBRARY, AND
THROUGH PARTICIPATION IN EMBASSY COMMERCIAL SECTION'S
BUSINESS INFORMATION CENTER (BIC) AT THE INDUSTRIAL
DEVELOPMENT BUREAU-SPONSORED SECOND ANNUAL LOW COST

AUTOMATION (LCA) SHOW, HELD THIS YEAR IN TAINAN. FURTHER, ICA/KAOHSIUNG LIBRARY PERSONNEL WHO NOW HANDLE SOME TRADE ENQUIRIES, RECEIVED VSMF TRAINING FROM THE EMBASSY'S HIGHLY TRAINED COMMERCIAL LIBRARIAN, THUS FACILITATING THEIR INCREASED USE OF VSMF SERVICES IN TAIPEI. THE POST'S PARTICIPATION ALSO OFFERED A BROADER RANGE OF COMMERCIAL SERVICES THAN USUALLY AVAILABLE IN SOUTHERN TAIWAN.

2. THE POST MOUNTED AN EXTENSIVE AND MULTI-FACETED PUBLICITY CAMPAIGN. 10,000 BILINGUAL BROCHURES WERE PRINTED, OF WHICH 2,000 WERE MAILED OUT IN A COVERING LETTER FROM THE COMMERCIAL ATTACHE TO KEY BUSINESS AND INDUSTRIAL EXECUTIVES IN SOUTHERN TAIWAN, AND 2,500 WERE BOUND INTO THE MAY/JUNE ISSUE OF THE EMBASSY'S COMMERCIAL NEWSLETTER. AN ICA PRESS RELEASE RECEIVED WIDE PLAY IN BOTH CHINESE AND ENGLISH NEWSPAPERS. ON JUNE 6, THE COMMERCIAL OFFICER DELIVERED A 15 MINUTE SPEECH IN CHINESE EXPLAINING THE VSMF SYSTEM (FOLLOWED BY THE IHS PROMOTIONAL FILM) TO OVER 600 MEMBERS OF THE SOUTHERN TAIWAN BRANCHES OF THE CHINESE ENGINEERING SOCIETY AND THE CHINESE MECHANICAL AND ELECTRICAL ENGINEERING SOCIETY'S JOINT ANNUAL MEETING. SUBSEQUENTLY, ACCOMPANIED BY ICA/KAOHSIUNG BPAO HE MADE BLUE RIBBON KEY PROSPECT CALLS ON MAJOR FIRMS AND TRADE MULTIPLIERS

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IN KAOHSIUNG.

3. THE ECONOMIC/COMMERCIAL COUNSELOR AND THE COMMERCIAL ATTACHE HOSTED A RECEPTION ATTENDED BY 70 KEY BUSINESS AND GOVERNMENT OFFICIALS IN THE SOUTHERN TAIWAN AREA. THIS RECEPTION (AND THE EMBASSY'S PARTICIPATION IN THE LCA SHOW) WAS ALSO AN IMPORTANT DEMONSTRATION TO THE SOUTHERN TAIWAN BUSINESS AND OFFICIAL COMMUNITY THAT, DESPITE THE JULY 15 CLOSING OF THE TAINAN ICA FACILITY, US GOVERNMENT SPONSORED ACTIVITIES CAN CONTINUE THERE.

4. AT THE VSMF DEMONSTRATION IN KAOHSIUNG JUNE 12-14 MOST OF THE 162 ATTENDEES WERE KEY BUSINESS/ INDUSTRIAL EXECUTIVES AND ENGINEERS, AND ALL WERE VERY ENTHUSIASTIC TO LEARN MORE ABOUT VSMF. ON JUNE 14, THE LAST DAY OF THE DEMONSTRATION, 84 VISITORS VIED WITH EACH OTHER TO USE THE VSMF. MANY REQUESTED THE EMBASSY TO MAIL THEM CATALOGS EXTRACTED FROM VSMF AFTER ITS RETURN TO TAIPEI. THE FOLLOWING IS A LIST OF VIP ORGANIZATIONS AND, APPLICABLE, PRODUCT CATEGORIES SEARCHED:

- ORGANIZATION PRODUCT CATEGORY

A. CHINESE MILITARY

- NAVY LOGISTICS COMMAND
- NAVAL 4TH FACTORY GRINDER
- COMBINED SERVICE FORCE 205
- ARSENAL
- COMBINED SERVICE FORCE 203
- ARSENAL EXPLOSIVE CHEMICALS
- CHUNG SHAN INSTITUTE OF SCIENCE

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ACTION EA-12

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FM AMEMBASSY TAIPEI

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AMEMBASSY LONDON

AMEMBASSY PARIS

AMCONSUL SAO PAULO

AMEMBASSY CARACAS

AMEMBASSY TOKYO

AMEMBASSY NAIROBI

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- & TECHNOLOGY, TA-SHU BRANCH

B. GOVERNMENT OWNED ENTERPRISES:

- CHINA SHIPBUILDING CORP.
- CHINA STEEL CORP. STEEL MILL MATERIAL
- HANDLING EQUIPMENT
- TAIWAN MACHINERY MFG. CORP. SCREW PUMP
- KAOHSIUNG AMMONIUM SULFATE
- CORP., LTD.
- CHINESE PETROLEUM CORP.
- KAOHSIUNG REFINERY
- TAIWAN POWER COMPANY

- 3RD NUCLEAR POWER PLANT
 - PROJECT OFFICE
 - TAIWAN ALUMINIUM CORP. THERMOCOUPLE TUBE
 - TANG ENG IRON WORKS, CO.,LTD.
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- KAOHSIUNG HARBOR BUREAU AIR CONDITIONING
 - EQUIP.
 - KAOHSIUNG WATERWORKS WASTEWATER TREATMENT
 - EXPANSION DEPARTMENT PUMP
- C. PRIVATE COMPANIES:
- FORMOSA PLASTICS CORP. TRANSMISSION GEARS
 - ETERNAL CHEMICAL CO.,LTD. MULTIFUNCTIONAL
 - MONOMERS
 - DELTA PETROCHEMICAL CO. MONOSTYRENE
 - YIH FA INDUSTRIAL CORP.,LTD. PUMP
 - TAHMING BATTERY CO., LTD. LEAD-ACID BATTERY
 - HO HONG WORKS CO., LTD. BOLTS, SCREWS, NUTS
 - ITW PAKTRON LTD.
 - GENERAL INSTRUMENT MICROELEC-
 - TRONICS, TAIWAN

TO SUPPLEMENT THE INFORMATION CONTAINED IN VSMF, WE PLACED THE 1978 EDITION OF THOMAS REGISTER BESIDE VSMF. AN ESTIMATED 80 PERCENT OF THE VISITORS HAD, UP TO THAT POINT, BEEN UNAWARE THAT THE ICA KAOHSIUNG LIBRARY HAD THIS AND OTHER COMMERCIAL REFERENCE PUBLICATIONS.

5. THE VSMF SYSTEM WAS EXHIBITED IN TAINAN FOR THE FIRST 3 DAYS OF THE LCA, WHICH RAN FROM JUNE 16-25. BESIDES THE VSMF, THE EMBASSY'S BIC BOOTH CONTAINED A VIDEO TAPE RECORDER (VTR) SYSTEM PLAYING "MACHINE TOOLS - USA" (ESPECIALLY MADE FOR THE INNOVATIVE 1977 VIDEO CATALOG EAST ASIAN SHOW) INTRODUCING THE 23 LARGEST U.S. MACHINE TOOL BUILDERS. A TOTAL OF 1,880 VISITORS STOPPED BY THE EMBASSY'S BOOTH DURING THE JUNE 16-18 PERIOD, AN AVERAGE OF 625 VISITORS PER DAY. AFTER VSMF WAS RETURNED TO TAIPEI,

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THE BID ATTRACTED 2,517 VISITORS IN THE REMAINING 7 DAYS, FOR AN AVERAGE OF 350 PER DAY. ABOUT 10 PER CENT OF THE 1,880 VISITORS WERE SERIOUS BUYERS WHO WANTED TO LOCATED U.S. SUPPLIER INFORMATION FROM THE VSMF. AS A RESULT, THE VSMF WAS IN CONSTANT USE

THROUGHOUT THE 3 DAY DEMONSTRATION PERIOD, AND MORE
THAN 400 PRINTS WERE MADE. THE FOLLOWING ARE NAMES
OF THE MOST IMPORTANT FIRMS WHO LOCATED U.S.
MANUFACTURERS FROM THE VSMF, AND THE PRODUCT
CATEGORIES SEARCHED:

- ORGANIZATION	PRODUCT CATEGORY
CHINA PRODUCTIVITY CENTER (QUASI-GOVERNMENT)	HYDRAULIC PUMPS
JUNG SHING WIRE CO., LTD.	ELECTROCHEMICALS
YUANTA CO., LTD.	CASTING COPPER ALLOYS
-	USED IN MANUFAC-
-	TURING WATER METERS
AI HUEI INDUSTRY CO.,LTD.	ZIPPER FASTENERS
PAN EUROPE CORP.	ROBOTS
DAI SAN HSING FIBER CO.	FIBERGLASS SURFACING
-	MATS, FIBERGLASS
-	CHOPPED REINFORCING
-	STRANDS
CHUNG JUNG CRUSHING MACHINE CO.	STONE CRUSHERS
MOAOCHERN CO., LTD.	HYDRAULIC PARTS
TAIWAN CHEONG WAH METAL CO.,LTD.	ALUMINUM

OTHER PRODUCT INFORMATION SEARCHED INCLUDED VACUUM
PLATING EQUIPMENT, MICA, ENGRAVING MACHINERY, AND
ELECTRIC DISCHARGE MACHINERY.

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FM AMEMBASSY TAIPEI

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INFO SECSTATE WASHDC 8012

USICA WASHDC

AMEMBASSY LONDON

AMEMBASSY PARIS

AMCONSUL SAO PAULO

AMEMBASSY CARACAS

AMEMBASSY TOKYO

AMEMBASSY NAIROBI

AMCONSUL JOHANNESBURG

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C O R R E C T E D C O P Y (TEXT - PARA'S 7 AND 8)

COMMERCE FOR ITA/BED/OED/EID WILLIAM DONAHOE

6. THE BUSINESS AND INDUSTRIAL VISITORS WHO USED USMF DURING PROMOTIONS IN KAOHSIUNG AND TAINAN ALL REGRETED THAT VSMF WAS ONLY AVAILABLE THERE FOR SUCH A SHORT PERIOD. ALL THE LATEST EDITIONS OF THE FOUR VSMF INDEXES WERE LEFT IN ICA KAOHSIUNG LIBRARY AND COMMERCIAL SECTION AGREED TO MAIL CATALOGS EXTRACTED FROM VSMF TO BUSINESSMEN WHO MAKE SUCH REQUESTS. ON JUNE 18, A MR. BUTTONG CHENG OF A-ONE INDUSTRIAL CO. OF HONG KONG CAME TO THE SHOW IN TAINAN AND LOCATED U.S. MANUFACTURERS OF DRILL BUSHINGS FROM THE VSMF FILES. HE MADE 64 PRINTS FROM VSMF AND REMARKED HOW, WITH THE VSMF, IT IS POSSIBLE TO OBTAIN SO MUCH VALUABLE INFORMATION IN SO LITTLE TIME, UNCLASSIFIED

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A FACILITY LACKING IN HONG KONG. HE SUBSEQUENTLY CAME TO THE TRADE CENTER TO AGAIN USE THE VSMF SYSTEM DURING HIS STAY IN TAIWAN.

7. PROSPECT LEADS FOR IHS: CHINESE NAVY LOGISTICS COMMAND SHOWED GREAT INTEREST IN VSMF, COMMANDER VICE ADMIRAL LO CHI PERSONALLY CAME TO VSMF DEMONSTRATION AT ICA KAOHSIUNG ACCOMPANIED BY OTHER 6 OR 7 HIGH RANKING MILITARY OFFICERS. LATER, ANOTHER OFFICER OF THE SAME ORGANIZATION CAME TO TAINAN TO DISCUSS THE VSMF FURTHER. AMONG LOCAL PRIVATE FIRMS, FORMOSA PLASTICS CORP. IS THE ONLY OTHER LIKELY PROSPECT AT THE PRESENT TIME.

8. COPIES OF ALL PROMOTIONAL MATERIALS AND PHOTOS OF THE VSMF DEMONSTRATION AT ICA/KAOHSIUNG POUCHED TO USDOC/EID/DONAHOE ON JULY 7. UNGER

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TAGS: BEXP, TW
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/a0456479-c288-dd11-92da-001cc4696bcc
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